



3623

PATENT
Attorney Docket No. 94-836

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I hereby certify that this Reply is being deposited with the United States Postal Service on this date, 9/9/03, with sufficient postage as first class mail/priority mail addressed to Mail Stop Non-Fee Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Mary E. Anza
(typed or printed name of person mailing paper)

Mary E Anza
(Signature of person mailing paper)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:) Customer No.: 32127
)
James Howard DREW et al.) Group Art Unit: 3623
)
Application No.: 09/593,118) Examiner: Robinson Boyce, Akiba K
)
Filed: June 13, 2000)
)
For: A METHOD FOR EVALUATING)
CUSTOMER VALUE TO GUIDE)
LOYALTY AND RETENTION)
PROGRAMS)

Mail Stop Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

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REPLY TO OFFICE ACTION

In reply to the Office Action mailed June 10, 2003, the period for response extending through September 10, 2003, Applicants request consideration of the following remarks: